

Social Media Campaign Project
Socioeconomic Issues and Political Propaganda

EDTECH 2230

Ellen Gabler, Ryan Martin

November 2018

INTRODUCTION

With two very relatable topics and a wide variety of sources to delve into for our social media campaign, Ellen made the wise suggestion that we tackle the campaign in an unbiased manner so as to make our topic and posts more approachable and non-confrontational. With the mid-term elections in tow, we decided that discussing the relevancy of voting and the importance of being an informed constituent/voter would be the most advantageous approach to spread to a wide audience. Seeing as Facebook and Twitter are cited as the two most prominent sites for social media as well as some of the top sources for news info (for better or worse), Ellen tackled Facebook whereas I approached the Twittersphere. It was easy for us to establish who would tackle what due to the limited size of our group. Thankfully we had two very different areas to delve into our one very common theme, authentic political information.

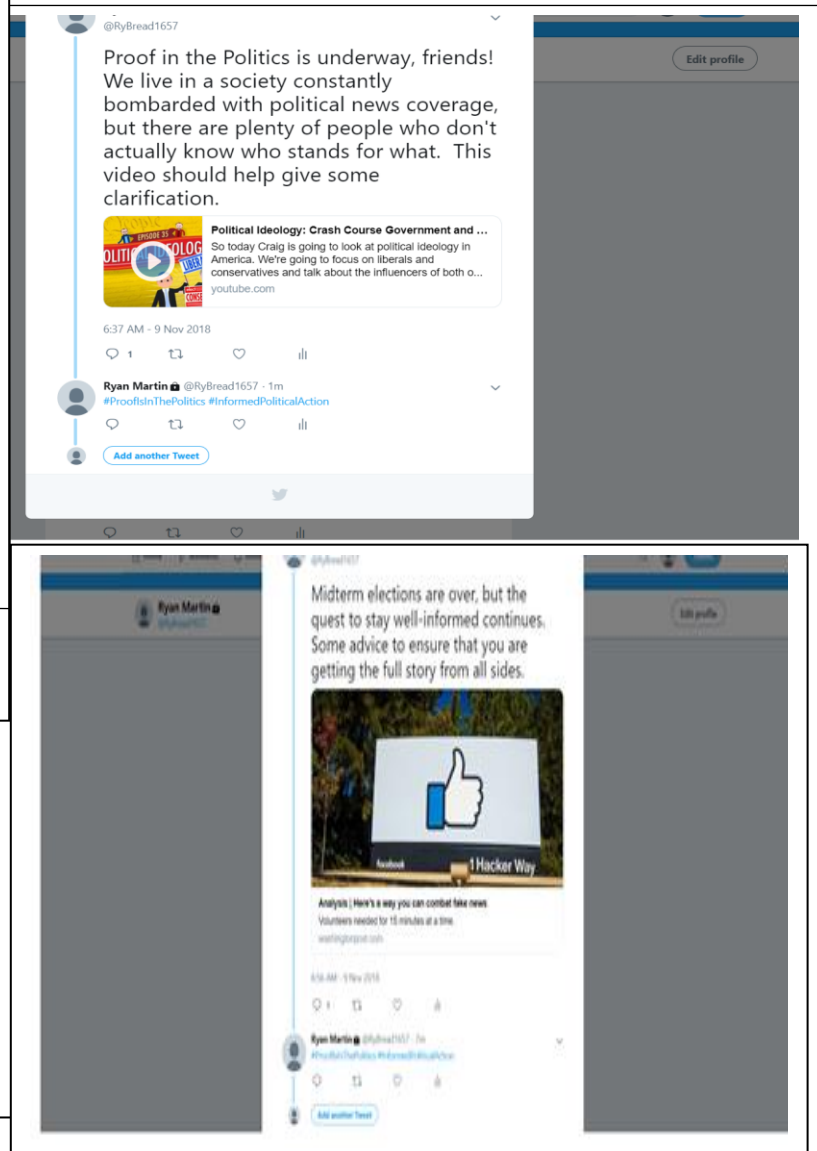
TWITTER CAMPAIGN

I (Ryan) already had an existing Twitter account and since I do not have a Facebook account, Ellen and I cooperated to use our separate accounts for the campaign. While I barely have any followers, I do follow a substantial amount of people – especially in the political spectrum. Using particular tags to garner attention of their base followers, it would be easier to get the message out there in places that would rile up interest rather than try to garner up followers in such a short period of time.

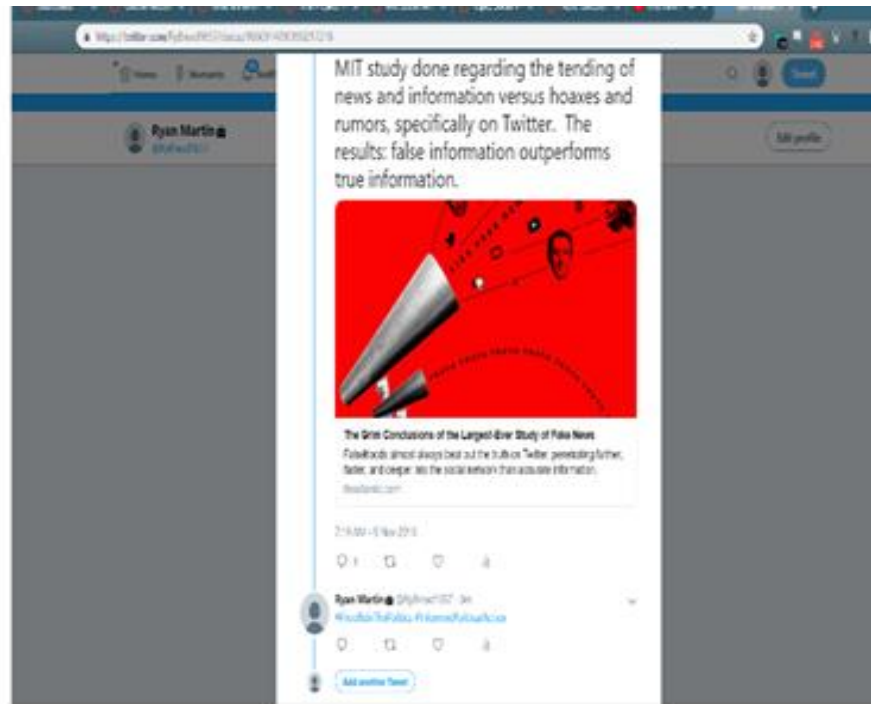
My twitter account is <https://twitter.com/RyBread1657> using the hashtags #ProofsInThePolitics and #InformedPoliticalAction

POST 1: The first planned post was a brief informational view regarding political ideologies. The video goes in-depth to the two main political ideologies and their prevalence in American politics. Starting off with this video offers a sort of foundation to start with and try to gain a better understanding of what side best represents their ideas and the perspectives of opposing views. This will help with opening discussion and promoting mindfulness.

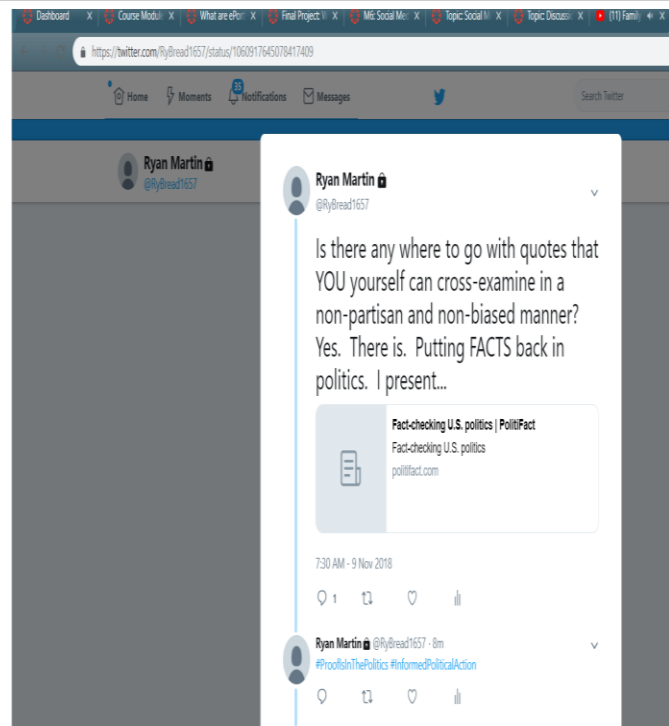
POST 2: The follow-up post goes a little more into what are campaign is about: raising awareness about how constituents on all sides stop the spreading of false news information from entering into the mainstream.



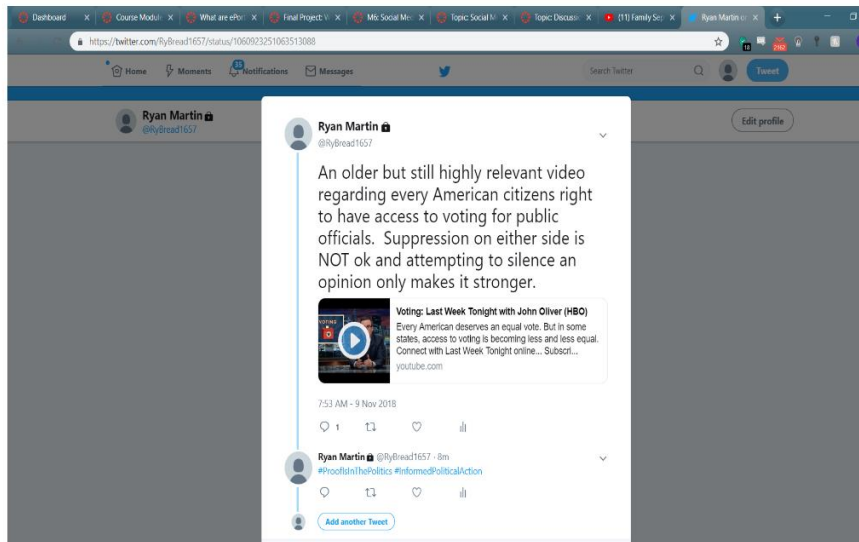
POST 3: The third post is an unbiased study performed by MIT scholars that analyzed if properly cited information reaches the mainstream before fake news and rumors do.



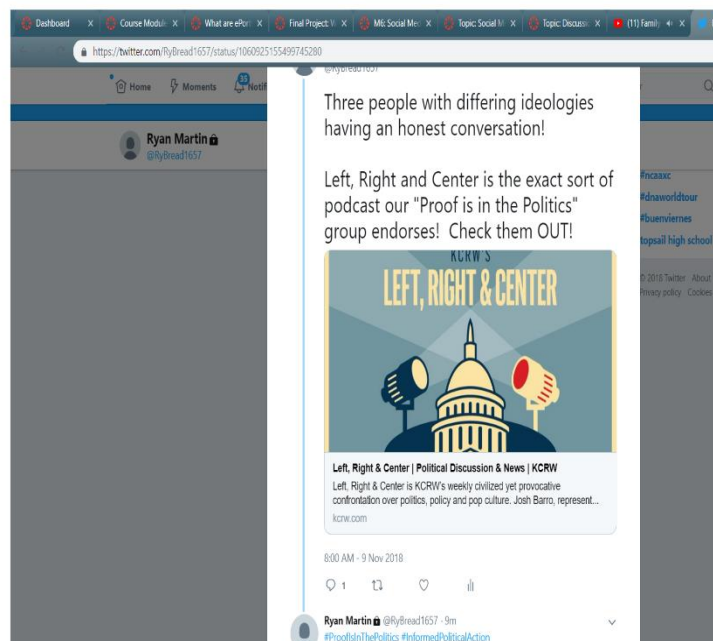
Post 4: This is a link to the non-partisan fact-checking website Politifact. This site enables for readers to go through countless quotes and news articles and verify the authenticity of them.



POST 5: A link to a video by comedic news host John Oliver and his take on access to voting for Americans. This delves into the topic of voter suppression and encourages a more active awareness of voter rights no matter what political ideology they hold.



POST 6: The last post is a link to the podcast, “Left, Right, and Center” which allows for listeners to get engaged in political discourse that tackles issues and events from a wide variety of opinions and angles.



Future Twitter Posts

11/12/18 – Noah Chomsky’s “The Propaganda Model”

11/15/18 – NY Times Op Ed on Fixing Fake News

11/18/18 – The (Almost) Complete History of Fake NEWS

FACEBOOK CAMPAIGN

I (Ellen) created a Facebook group page for followers to gain information/ inspiration to take informed political action. The mid-term elections provided the perfect opportunity to explore the importance of political activism and the ways to get involved. The group is titled “Students for Informed Political Action (The Proof is in the Politics)”.

<https://www.facebook.com/groups/181371752771199/>



POST 1: The first Facebook post is intended to get our viewers excited about the mid-term elections. The link to the article explains how an individual's vote matters and political participation is the cornerstone to democracy.

 **Ellen Gabler** shared a link.
November 5 at 5:05 PM · Add Topics

Don't forget about the midterm elections tomorrow! Do you think that your vote can't possibly make a difference? Check out this information about why your vote matters!



MASSVOTE.ORG
MassVOTE | Importance of Voting
Importance of Voting

POST 2: The second post provides information about where someone can find their polling place. Some people may want to vote but find the process confusing- showing up can be half the battle. We have made it easy to be a participant in politics by providing information on polling places for everyone.

 **Ellen Gabler** shared a link.
November 5 at 5:08 PM · Add Topics

November 6th is the day to take action of our political future! Participating in the political process is important for citizens of ALL backgrounds. To find out where your local polling place is click the link below!

VOTEROUTREACH.SOS.MO.GOV
Voter Outreach Address Search

Like Comment

POST 3: The third post is a link to the St. Louis Post Dispatch Voters Guide. This guide provides unbiased information about all of the candidates and proposals that will be on the ballot. Being an informed voter is important and our Facebook group makes it easy to stay cognizant on the issues.

 **Ellen Gabler** shared a link.
November 5 at 5:14 PM · Add Topics

The voting ballot can be confusing- there are so many people and petitions to choose from. How can you be sure that you are picking the right option for you? Stay informed on what is up for the ballot. The St. Louis Post Dispatch voting guide will give you an explanation of everything up for a vote tomorrow. Stay informed and cast your vote!

LWV.THEVOTERGUIDE.ORG
My Ballot — St. Louis Post-Dispatch Voters Guide

POST 4: The results of the election may have left some people confused. This post provides data explaining the results and charts displaying the different demographics of the outcome. Different economic groups voted for different candidates and parties and it is important to be aware of these political diversities.

Ellen Gabler shared a link. 32 mins · Add Topics

Are you having trouble understanding the results of the mid-term elections? Politico has created an awesome page displaying not only the results but the demographics of voters. It is important to understand what different groups of people are voting for and why. Take a look to learn more!

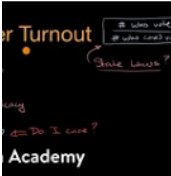


POLITICO.COM
Missouri Election Results 2018: Live Midterm Map by County & Analysis

POST 5: The goal of our group is to get students involved in the political process. The United States still has a shockingly low voter turnout and this video helps to explain why this occurs as well as the differences in outcome if turnout was higher.

Ellen Gabler shared a link. 28 mins · Add Topics

The 2018 elections boasted the highest voter turnout in 50 years- which is still only 47% of eligible voters. How would things be different if everyone took political action? Who isn't voting and why? This video explores America's low voter turnout.



YOUTUBE.COM
Voter turnout | Political participation | US government and civics | Khan Academy
How political efficacy, engagement and state laws can impact voter turnout. View more lessons or...

Like Comment

Future Facebook Posts:

11/15/18: How Today's Politics Effect Different Economic Groups

11/21/18: How to Motivate Your Peers to Get Involved in Politics

11/30/18: Tips for Having Sophisticated and Informed Political Debate